

WHAT IS CLAIMED IS:

1. A method for controlling a computer with recorded information of a digital video disk, comprising;
 - embedding a unique code in recorded information of the digital video disk, the unique code in close association with vendor information;
 - 5 extracting the unique code with an extractor during output of the recorded information to a user at a user location disposed on a network;
 - in response to extracting the unique code, transmitting the unique code to a remote location on the network in accordance with routing information stored at the user location, wherein the vendor information is returned to the user location for processing.

2. The method of Claim 1, wherein the routing information stored at the user location is associated with an intermediate location on the network wherein the step of transmitting to the remote location comprises the steps of:

transmitting the unique code to the intermediate location, and further
5 comprising:

accessing a database of vendor routing information in response to receiving at the intermediate location the transmitted unique code from the user location, the database providing an association between the unique code and a remote vendor information location on the network, there being a plurality of such vendor routing
10 information stored in the database;

comparing the received unique code with the stored vendor routing information in the database;

if there is a match between the received unique code and any of the stored vendor routing information, transmitting the matching vendor routing information back to
15 the user location; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the vendor information location over the network and receiving vendor information therefrom.

3. The method of Claim 2, wherein the user location further includes user ID information that uniquely identifies the user location, and

wherein the database at the intermediate node includes user profile information which is associated therein with the user ID information of the user location, and

wherein the step of transmitting the unique code over the network to the intermediate node also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises

matching the received user ID information of the user location with stored profile information associated with the received user ID information, and

wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the remote vendor information location via the user location.

4. The method of Claim 1, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

5. The method of Claim 1, wherein the unique code is an audible tone.

6. A method for controlling a computer with recorded information of a digital video disk, comprising:

embedding a unique code in recorded information, the unique code in close association with vendor information;

5 extracting the unique code with an extractor during output of the recorded information to a user at a user location disposed on a network;

in response to extracting the unique code, transmitting the unique code to an intermediate location disposed on the network in accordance with routing information of the intermediate location stored at the user location;

10 performing a matching operation at the intermediate location with the unique code to return to the user location matching vendor routing information of a remote vendor information location disposed on the network, the remote vendor information location having the vendor information; and

15 accessing the remote vendor information location from the user location in accordance with the routing information of the remote vendor information location to return the vendor information for processing.

7. The method of Claim 6, further comprising the steps of:

accessing a database of vendor routing information in response to receiving at the intermediate location the transmitted unique code from the user location, the database providing an association between the unique code and the remote vendor
5 information location on the network, there being a plurality of such vendor routing information stored in the database; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the remote vendor information location over the network and receiving the vendor information therefrom.

8. The method of Claim 7, wherein the user location further includes user ID information that uniquely identifies the user location, and

wherein the database at the intermediate node includes user profile information which is associated therein with the user ID information of the user location,
5 and

wherein the step of transmitting the unique code over the network to the intermediate node also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises

matching the received user ID information of the user location with
10 stored profile information associated with the received user ID information, and

wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the remote vendor
15 information location via the user location.

9. The method of Claim 6, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

10. The method of Claim 6, wherein the unique code is an audible tone.